

**Venetia, 69c yard**

A smart new satiny fabric for making children's dresses—practical and easily laundered. White, tan, turquoise, yellow, rose and Copenhagen. A finished model on display in black, trimmed with gold.

—Lining Section, Second Floor, Front.



A Sale  
of

**"Happy Hour" and Bungalow Aprons**

Aprons that have discovered how to be attractive as well as useful.

A bungalow model and a "Happy Hour" apron to slip on over your dress.

**"Happy Hour" Aprons**

Of imported print in old-fashioned Paisley patterns. Neck, armholes, belt and pockets bound with contrasting color. One illustrated, A.

69c

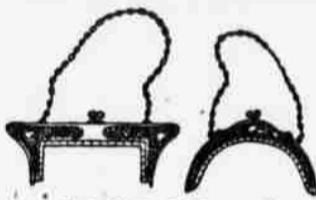
**Bungalow Aprons**

Good quality crepe in plaid designs. Bib effects and tie sash of plain pink, blue, or yellow trimmed with black braid and buttons. One illustrated, B.

\$2.49

Sizes 36 to 42

—Third Floor, Rear.

**1050 Metal Bag Frames 47c**

Including Tax

Would Regularly Sell at 79c Ea. A large variety of convenient sizes and well-proportioned shapes in these good-looking metal bag frames. They are all in a silvery oxidized finish, and it is very simple to make a very smart bag by sewing some silk or velvet to the frame.

—Notion Department, Main Floor, 34th Street, Rear.

**Continuing Our Sale of 27 inch Chiffon Dress Velveteen \$1.19 yd.**

Our Usual Price Would Be \$1.98 Yard.

For a smart winter frock—why not velveteen?

This material is a fast pile cloth, of fast color.

The colors are taupe, wistaria, dark navy, medium brown, seal, navy and also black.

—Second Floor, B'way.

**A Special Purchase of Fashionable Silk Blouses \$3.29**

Smart, becoming blouses for midwinter.

Heavy crepe de chine in regulation and overblouse models—some trimmed with bands and pipings of contrasting colors—others with linen collars and cuffs. Featuring puffed or flowing sleeves.

Georgette crepe in charming tie-on models—both tailored and trimmed.

Sizes 34 to 44, not all sizes in every model.

Colors: Navy, brown, henna, bisque, Copenhagen, Neptune, tomato and gray, also black.

—Third Floor, 34th Street.

**A Timely Sale of Wool Scarfs \$1.88**

Light but warm, these soft brush wool scarfs lend their colorful becomingness to winter costumes.

They're quite large enough to cover neck and chest very well, and they're so cheerful looking with their gay stripes! Brown with buff, buff with brown, oxford with white, Copenhagen with buff, black with white, and all black.

12 inches wide and 68 inches long.

—Neckwear Dept., Main Floor Broadway, Centre.

**Lemaire Opera Glasses Reduced**

An unusual opportunity for the theatre-goer to procure a pair of beautifully mounted, high-powered opera glasses, at an exceptionally low price. Only a limited number on sale.

Each pair is fitted in a silk lined leather case.

Mother of Pearl, with heavy gilt trimmings.

Lowest Verified Price Elsewhere \$19.50. \$13.48

Mother of Pearl, with heavy gilt trimmings, larger size.

Lowest Verified Price Elsewhere \$18.95. \$14.89

Mother of Pearl, with heavy gilt trimmings, with 12 lenses, extra powerful.

Lowest Verified Price Elsewhere \$20.48. \$13.50

Black Morocco Leather with japanned trimmings.

Lowest Verified Price Elsewhere \$13.50. \$10.48

Tax additional.

—Optical Department, Main Floor, Balcony, 34th St., Rear.

**Suggestions for****The Misses' Wardrobe****In the Misses' Own Section**

We consider the details of a misses' wardrobe so important that we have devoted a whole section to them. Here we have gathered together blouses, negligees, petticoats and raincoats designed with a thought for their wonderful appropriateness, and made on misses' patterns, to fit the growing girl.

**Negligees**

Cotton Crepe Kimonos as inexpensively priced as

94c to \$3.74

And Silk ranging from

\$3.54 to \$17.74

Corduroy Breakfast Coats,

\$3.74

Blanket Robes,

\$2.79

and as high as

\$9.74

**Petticoats**

Silk and Wool Jersey,

from \$3.74 up

Washable Satin and Lustre

Silk,

\$3.74

Messaline,

\$3.74 to \$5.74

Taffeta from

\$4c and \$1.88

Sateen, white and colored.

—Third Floor, Centre.

**Middies**

Jean, 89c and \$1.88

Serge, \$2.79 and \$4.69

Flannel, \$4.69

**Blouses**

Tailored Dimities,

\$1.88 and \$2.79

Pongee, \$2.79 and \$4.69

Men's Wear Silk, Satin and

Crepe de Chine, \$4.69

**Smocks**

Cotton, as reasonable as

59c

and ranging as high as \$2.79

**Raincoats**

With hood, \$1.88 to \$7.74

With separate hat, \$3.74

—Third Floor, Centre.

We've Never Sold Them at So Low a Price Before!

**Adjustable Dress Forms**

In 12 Sections

On Sale at \$8.49

Our Usual Price \$11.89

A form that is really adjustable, a well-made form which collapses smoothly and accurately, is a boon to the busy seamstress.

And these may be adjusted to the size of anybody in the family.

A—when closed it is 32 in., adjusts to 44 in.

B—when closed it is 36 in., adjusts to 48 in.

—Notion Dept., Main Floor, 34th Street, Rear.

Our Own Importation

**Seamless****AXMINSTER RUGS**

These rugs are better than the usual Axminsters. They will give unusually long service because of their service-insuring heavy yarn; the colors and designs are copies of beautiful hand-made rugs.

**Two Sizes Only:**

9 ft. x 10 ft. 6 in.

\$69.75

9 ft. x 12 ft.

\$78.50

Continuing the Sale

**Linoleum Remnants**

Small Pieces Under Six Square Yards Only

89c Square Yard

Formerly \$1.39 to \$2.84 Square Yard

—Fourth Floor, Front.

**Theatre Tickets at Box Office Prices**

Our Theatre Ticket Service is a real convenience to busy shoppers. We have, or can procure, desirable tickets for all Broadway productions. At Box Office prices.

—Public Service Bureau, Main Floor Balcony, 34th Street.

**217 Women's Coats**

Reduced

**\$33.75**

Regular and extra size Coats taken from our regular stock and reduced for final clearance.

More than half of them are fur trimmed with luxurious collars of wolf, mole and Australian opossum.

Many Sport Models Are in the Lot

Made of finest fabrics in all desirable colors and black.

EVERY COAT FULL SILK LINED

Sizes 34 to 48.

—Third Floor, Front.

**Cotton Duplex Gloves for Men**

59c

One clasp gloves, with black embroidery on the back. Buck shade. A remarkable glove for the price.

—Main Floor, Centre, Front.

A Few Items of Special Interest From the January Sale of

**White Materials**

Baby Part Wool Flannels, 29c Yard

Usually 39c and 49c. The much wanted fabric for infants' dresses and petticoats. A rich cream shade in a well-wearing quality. 27 in. wide.

White Domet Flannel 14c Yard

Usually 21c Yard

Bleached pure white, a soft fleecy flannel suitable for underthings for the whole family. 27 inches wide.

White Underwear Nainsook, 24c Yard

Soft and sheer, a closely woven excellent texture for women's and children's wear. 36 inches wide.

—White Goods Dept., Second Floor, Centre.

**Spangled and Beaded Tunics**

At the Surprisingly Low Price of

**\$14.89**

At dinner party, dance or theatre the smartest frocks seen are those composed of a shimmering spangled tunic over a plain satin slip.

We offer a variety of styles—the designs elaborate and lovely, the colors exquisite. Most of them have becoming V necklines.

In opalescent, sapphire, jade, American Beauty, tango and black.

—Second Floor, 34th Street, Front.

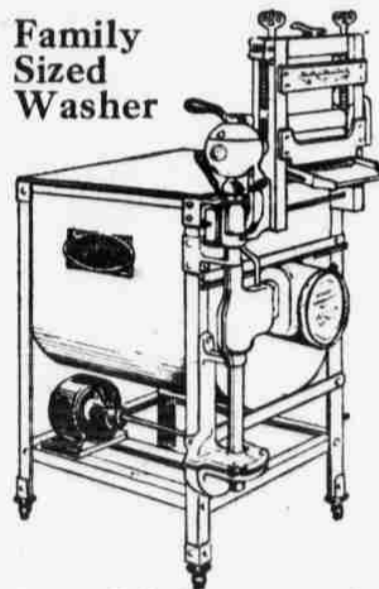
**Everybody Can Afford to Use Real Valenciennes Laces at 29c and 59c yard**

And these are such exquisite specimens of the lacemaker's art. They're just as fine and delicate as anything could be, and withal, the tiny threads are strong and firm.

Which proves that it pays in the end to use real laces, for they wear longer and look prettier.

The assortment includes both edges and insertions of the finest Belgian hand-made sort. They are ideal for the finest of lingerie and blouses, as well as baby clothes.

—Main Floor, Centre.



Strength is Unnecessary for Perfect Ironing with a

**Thor Electric Ironer \$93.75**

This famous home ironing machine is simply and durably constructed.

It will enable one to iron perfectly, without exertion, such articles as men's shirts, skirts, laces, sheets and blankets, in less than one-quarter the usual time.

The ironing cylinder is 44 inches long, double bed sheet size, and is controlled by a switch button, conveniently located. Operates from ordinary lamp socket.

Fully guaranteed against defective material and workmanship for one year.

**Electric Washers and Ironers At Clearance Prices**

Four Important Factors to Recommend Their Purchase:

**Labor Saving**—Compact machines that do away with drudgery.

**Economical**—Clothes laundered with them will last much longer.

**Convenient**—A complete laundry always at hand, ready and dependable.

**Low Price**—Our policy of buying in large quantities for cash enables us to offer these machines to you at great savings.

**Electric Washing Machine \$79.75**

High grade electric washing machines, household size, in the popular type illustrated.

Built to last—with galvanized body, white enameled. Revolving wooden cylinder reverses and churns suds through clothes, assuring thorough, rapid cleansing action.

Will wash the finest laces, linens, sheets and blankets clean without injury to the most delicate fabric. Equipped with adjustable electric wringer and one-quarter horse power motor. Will operate from any ordinary lamp socket.

Fully guaranteed against defective material and workmanship for one year.

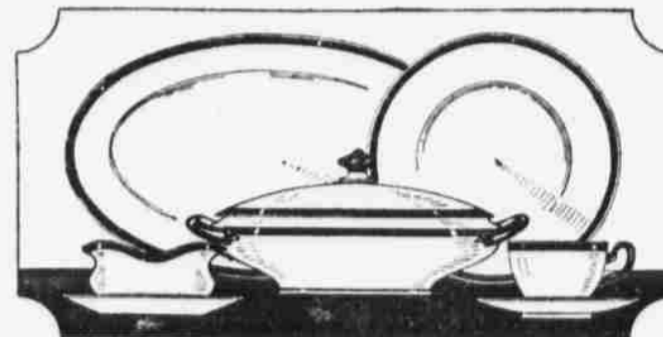
Machines Can Be Had for Alternating Current Only.

—Basement, 35th Street, Centre.

**Imported White and Gold China Dinner Sets**

At One-Third Less Than To-day's Wholesale Cost

In Our \$100,000 Sale of Imported and Domestic Dinner Sets



We secured such a large price concession on this tremendous cash purchase that we are able to offer fine dinner sets to you at one-third less than to-day's wholesale cost to other stores.

The sets featured here are typical of the values procurable in the entire collection.

"Baronial"—The White and Gold Pattern, illustrated. Fine white bodied Bavarian China, decorated with a coin gold band and half-mat coin gold handles. Sets may be had of 100, 111 or 129 pieces.

100 Pieces, \$57.50 111 Pieces, \$64.50 129 Pieces, \$79.50

"Theodore Haviland"—White and Gold Open Stock Pattern—Decorated with a dull coin gold band underlined with a gold narrow line. All handles are half covered with burnished coin gold. We carry this pattern in open stock so that you may replace any piece of this set. 110 Piece Set, \$149

Extra, separate pieces may be purchased to meet individual requirements.

—Basement, 34th Street, Front.